

# CONTRACT



**KSDK**  
**1000 Market Street**  
**St. Louis, MO 63101**  
**(314)421-5055**

[www.ksdk.com](http://www.ksdk.com)

And:

**Price Miner Creative Strategies/ POL**  
**5248 Waterman Blvd**  
**St Louis, MO 63108**

<u>Contract / Revision</u> 711546 /		<u>Alt Order #</u>
<u>Product</u> 9/8-9/25		
<u>Contract Dates</u> 09/08/12 - 09/25/12	<u>Estimate #</u>	
<u>Advertiser</u> Kern.M/ D / St. Clair County Board Chairman		<u>Original Date / Revision</u> 09/06/12 / 09/06/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSDK	<u>Account Executive</u> Local House	<u>Sales Office</u> St. Louis Local C
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KSDK	09/08/12	09/08/12	Sat 6-7A	6-7A		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$200.00	0.00			
N 2	KSDK	09/08/12	09/08/12	NBC Today Show (Sa)	7-9A		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$350.00	0.00			
N 3	KSDK	09/08/12	09/08/12	Sat 9-10a	9-10A		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$350.00	0.00			
N 4	KSDK	09/08/12	09/08/12	News Channel 5 at 5P Sat	5-530P		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$400.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KSDK	09/03/12-09/09/12	News Channel 5 at 5P Sat	5-530P	-----Sa--	:30		<del>\$400.00</del>	0.00	NM		
				See MG 4.2									
	2	KSDK	09/09/12-09/09/12	NBC Today Show (Su)	7-8A	-----Su	:30		\$400.00	0.00	NM		
				MG for 4.1 09/08									
N 5	KSDK	09/08/12	09/08/12	News Channel 5 at 6P Sat	6-630P		:30				NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$425.00	0.00			
N 6	KSDK	09/09/12	09/09/12	NBC Today Show (Su)	7-8A		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$400.00	0.00			
N 7	KSDK	09/09/12	09/09/12	News Channel 5 at 5P Sun	5-530P		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$450.00	0.00			
N 8	KSDK	09/10/12	09/10/12	5-6a	5-6A		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$200.00	0.00			
N 9	KSDK	09/10/12	09/10/12	6-7a	6-7A		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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TERMS: Due 15th day of the Month following Broadcast.



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**St. Louis, MO 63101**  
**(314)421-5055**

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<u>Contract / Revision</u> 711546 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/08/12 - 09/25/12		<u>Product</u> 9/8-9/25
<u>Advertiser</u> Kern.M/ D / St. Clair Coun		<u>Estimate #</u>
<u>Original Date / Revision</u> 09/06/12 / 09/06/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$450.00	0.00			
N 10	KSDK	09/10/12	09/10/12	NBC Today 7-9A	7-9A		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$450.00	0.00			
N 11	KSDK	09/10/12	09/10/12	NBC Today Show II 9-10A	9-10A		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$250.00	0.00			
N 12	KSDK	09/10/12	09/10/12	News at 10am	10-11A		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$150.00	0.00			
N 13	KSDK	09/10/12	09/10/12	Noon News	12-1230p		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$275.00	0.00			
N 14	KSDK	09/10/12	09/10/12	Jeopardy	430-5p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$450.00	0.00			
N 15	KSDK	09/10/12	09/10/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$800.00	0.00			
N 16	KSDK	09/10/12	09/10/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$900.00	0.00			
N 17	KSDK	09/10/12	09/10/12	630-7P Wheel of Fortune	630-7P		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$900.00	0.00			
N 18	KSDK	09/15/12	09/15/12	Sat 6-7A	6-7A		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$200.00	0.00			
N 19	KSDK	09/15/12	09/15/12	NBC Today Show (Sa)	7-9A		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$350.00	0.00			
N 20	KSDK	09/15/12	09/15/12	Sat 9-10a	9-10A		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$350.00	0.00			
N 21	KSDK	09/15/12	09/15/12	News Channel 5 at 5P Sat	5-530P		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$400.00	0.00			
N 22	KSDK	09/15/12	09/15/12	News Channel 5 at 6P Sat	6-630P		:30				NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$425.00	0.00			
N 23	KSDK	09/16/12	09/16/12	NBC Today Show (Su)	7-8A		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S				1	\$400.00	0.00			
N 24	KSDK	09/16/12	09/16/12	News Channel 5 at 5P Sun	5-530P		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S				1	\$450.00	0.00			
N 25	KSDK	09/17/12	09/17/12	5-6a	5-6A		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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<u>Contract / Revision</u> 711546 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/08/12 - 09/25/12	<u>Product</u> 9/8-9/25	<u>Estimate #</u>
<u>Advertiser</u> Kern.M/ D / St. Clair Coun		<u>Original Date / Revision</u> 09/06/12 / 09/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$200.00	0.00			
N 26	KSDK	09/17/12	09/17/12	6-7a	6-7A		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$450.00	0.00			
N 27	KSDK	09/17/12	09/17/12	NBC Today 7-9A	7-9A		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$450.00	0.00			
N 28	KSDK	09/17/12	09/17/12	NBC Today Show II 9-10A	9-10A		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$250.00	0.00			
N 29	KSDK	09/17/12	09/17/12	News at 10am	10-11A		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$150.00	0.00			
N 30	KSDK	09/17/12	09/17/12	Noon News	12-1230p		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$275.00	0.00			
D 31	KSDK	09/17/12	09/17/12	Noon News	12-1230p		:30				NM	0	\$0.00
N 32	KSDK	09/17/12	09/17/12	Jeopardy	430-5p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$450.00	0.00			
N 33	KSDK	09/17/12	09/17/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$800.00	0.00			
N 34	KSDK	09/17/12	09/17/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$900.00	0.00			
N 35	KSDK	09/17/12	09/17/12	630-7P Wheel of Fortune	630-7P		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$900.00	0.00			
N 36	KSDK	09/24/12	09/24/12	NBC Today Show II 9-10A	9-10A		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$250.00	0.00			
N 37	KSDK	09/24/12	09/24/12	Dr. Oz	2-3p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$200.00	0.00			
N 38	KSDK	09/24/12	09/24/12	Ellen	3-4p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$300.00	0.00			
N 39	KSDK	09/25/12	09/25/12	NBC Today Show II 9-10A	9-10A		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$250.00	0.00			
N 40	KSDK	09/25/12	09/25/12	Ellen	3-4p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$300.00	0.00			
Totals										0.00		39	\$16,100.00

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711546 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/08/12 - 09/25/12	9/8-9/25	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Kern.M/ D / St. Clair Coun	09/06/12 / 09/06/12

<u>Time Period</u>	<u># of Spots</u>	<u>Gross Amount</u>	<u>Net Amount</u>
08/27/12 - 09/25/12	39	\$16,100.00	\$13,685.00
<b>Totals</b>	<b>39</b>	<b>\$16,100.00</b>	<b>\$13,685.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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